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PTO/SB/21 (02-04)

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## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

499

Application Number

10/790,330

Filing Date

1 March 2004

First Named Inventor

König

Art Unit

~~2811~~ 4157

Examiner Name

~~Antonio Royall~~ James R. Marandi

Attorney Docket Number

HMM-100

### ENCLOSURES (Check all that apply)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Fee Transmittal Form                                | <input type="checkbox"/> Drawing(s)                                       | <input type="checkbox"/> After Allowance communication to Technology Center (TC)        |
| <input type="checkbox"/> Fee Attached  | <input type="checkbox"/> Licensing-related Papers                         | <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences     |
| <input type="checkbox"/> Amendment/Reply                                     | <input type="checkbox"/> Petition   | <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) |
| <input type="checkbox"/> After Final   | <input type="checkbox"/> Petition to Convert to a Provisional Application | <input type="checkbox"/> Proprietary Information  |
| <input type="checkbox"/> Affidavits/declaration(s)                           | <input type="checkbox"/> Power of Attorney, Revocation                    | <input type="checkbox"/> Status Letter  |
| <input type="checkbox"/> Extension of Time Request                           | <input type="checkbox"/> Change of Correspondence Address                 | <input type="checkbox"/> Other Enclosure(s) (please identify below):                    |
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| <input checked="" type="checkbox"/> Information Disclosure Statement         | <input type="checkbox"/> Request for Refund                               |   |
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| <input type="checkbox"/> Response to Missing Parts/ Incomplete Application   |   |   |
| <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 |   |   |

Remarks

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Technology Patents and Licensing, Inc.
Signature	Charles A. Eldering, 39,180
Date	October 7, 2004

### CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	Heather J. Roth
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Signature	Heather J. Roth	Date	Oct. 7, 2004
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## CERTIFICATE OF MAIL(37 CFR 1.8)

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the U.S. Patent and Trademark Office: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Date: October 6, 2004

Heather J. Roth

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/790,330	FILING DATE 1 March 2004	FIRST NAMED INVENTOR König	ATTY. DKT. NO. HMM-100
TITLE Method and System for Advertisement Detection and Substitution			ART UNIT 2611 4157 EXAMINER Reyell

James R. Marandi

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /JM/

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner.

The relevance of each non-English document will be discussed as follows:

**REMARKS:**

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

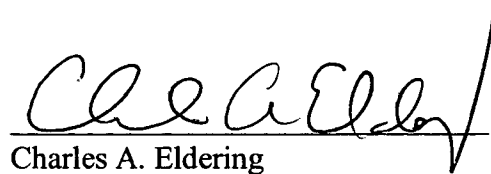
**CERTIFICATION**

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,



Charles A. Eldering  
Reg. No. 39,180

Date: 10/06/04

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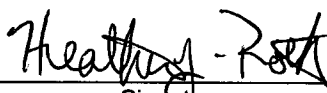
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on October 7, 2004  
Date

Transmittal (1p), PTO Form SB/08A(1p), Information Disclosure  
Statement (3pp), Copies of cited references (499 pp), Return Postcard.

  
Signature

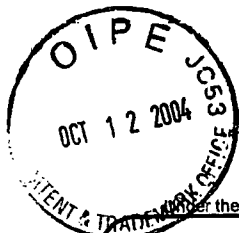
Heather J. Roth

Typed or printed name of person signing Certificate

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PTO/SB/08A (08-03)

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 1

**Complete if Known**

Application Number	10/790,330
Filing Date	1 March 2004
First Named Inventor	Richard König
Art Unit	2011 4157
Examiner Name	Antione Royal James R. Marandi
Attorney Docket Number	HMM-100

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
/JM/	AK	US- 09/553,637	04-20-2000	Eldering et al	
	AL	US- 10/031,268	03-23-2002	Eldering et al	
	AM	US- 09/568,084	05-01-2000	Eldering	
	AN	US- 09/635,539	08-10-2000	Eldering	
	AO	US- 10/031,142	11-01-2001	Eldering	
	AP	US- 09/694,848	10-20-2000	Hamilton	
	AQ	US- 10/049,246	01-20-2002	Hamilton	
	AR	US- 09/635,544	08-10-2000	Eldering et al	
	AS	US- 09/712,790	11-14-2000	Eldering et al	
	AT	US- 09/658,204	09-08-2000	Eldering	
	AU	US- 09/680,622	10-06-2000	Flickinger	
	AV	US- 10/759,620	01-16-2004	Eldering et al	
		US-			
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**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> *Number <sup>4</sup> *Kind Code <sup>5</sup> (if known)				
/JM/	BD	WO0036775	06-22-2000	Logan et al		
	BE	WO0133848	05-10-2001	Dimitrova et al		
	BF	WO02102079A1	12-19-2002	Grotuit Media		

Examiner  
Signature

/James R. Marandi/

Date  
Considered

1/23/08

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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